

**CHATTANOOGA–HAMILTON COUNTY BICENTENNIAL LIBRARY  
1001 BROAD STREET  
CHATTANOOGA, TENNESSEE**

**MINUTES**

**BOARD MEETING – JANUARY 19, 2010**

**4:30 P.M.**

The Board of Directors of the Chattanooga–Hamilton County Bicentennial Library met on January 19, 2010, at 4:30 p.m., in the Board Room with Mr. David Turner presiding.

The following members were present: Clif Cleaveland  
Herb Cohn  
Mary Lou Drazich  
Tom Griscom  
Mai Bell Hurley  
Doris Kelly  
Chrystal Partridge  
Rickie Pierce  
Paul Starnes  
David Turner  
Barbara Wofford

Also present were, Kim Fahs, Friends' Executive Council; David Clapp, director; Eva Johnston, assistant director; Andria Davis, community relations coordinator; and May Langmann, administrative assistant.

**APPROVAL OF THE MINUTES OF THE DECEMBER 15, 2009, BOARD MEETING:**

*Mr. Paul Starnes moved that the minutes of the December 15, 2009 meeting be approved, Mrs. Rickie Pierce seconded the motion and the minutes were unanimously approved and carried.*

**TREASURER'S REPORT:**

Ms. Mary Lou Drazich reviewed the December financial statement. The City and County are now equal in their appropriations.

Income:

Receipts are up for the library store due to the December book sale in the auditorium and the book and map of the Chickamauga Battlefield sold very well. We also received \$63,840.00 for E-rate from EPB. Mr. David Clapp said this is the money we get through the SEC for our Internet service. We get back about 80% of the money we spend.

Expenses:

In Other Contract Services, we spent \$104,280.50, which included annual maintenance for CARL of \$97,258.44, our ALA annual dues, security services, Sonitrol and other miscellaneous expenses. We also had \$23,624.87 for annual periodical subscription from EBSCO.

On-Demand:

We took in \$3,690.00, purchased \$1,238.54 and we have a carryover of \$18,545.29.

**FRIENDS' REPORT:**

Mrs. Kim Fahs reported that the Friends have over 500 members. At last week's meeting which was her first as chair, the council agreed on two major roles: 1) establish an identity for the Friends (everybody thinks that the members of the Friends' Council are the Friends of the Library and that they are the Friends for the downtown library, not the executive council for everybody; and 2) increase communication with the members which should help that problem. Some ways to do that will be to have monthly meetings at the branches (Northgate in February, Eastgate in March and then we'll go from there). Assist them in setting up their own "local" Friends group. There are groups forming everywhere and they have to figure out how to get these groups back together so that the Friends of the Library does not split apart. The members of the Friends council are going to be reps of each branch so that there will be some sort of direct link to the executive council. Meetings downtown will be held in the auditorium so all Friends' members can come to the meeting. Mrs. Fahs will try to use the website and email and Facebook accounts to publicize what goes on in the community from the Friends, what kind of volunteer jobs are available and try to do things that will hit people faster by email alerts.

Mr. David Turner asked Mrs. Fahs to talk about the relationships with branch groups because he and Mrs. Rickie Pierce experienced first-hand some strong feelings from people served by the Eastgate branch and they have formed a sort of satellite group. Mrs. Fahs said she came from a meeting of that group and described her findings. The group at Eastgate believes, like the Northgate group, that the executive council is the Friends of the Library and they only serve the downtown library. She said she had a hard time telling them what they are getting other than things that she knows we provide for the city like the Summer Reading Program and things like that. She's trying to let them know and say she does not see anything wrong with them having their patrons support their branch; she thinks that is a good idea and she likes that they can advocate but we have to make sure that we are not competing for the same dollar and stepping on each other's toes. There are some members of that particular group who do not see why they have to pay dues and they don't want to be part of the Friends because they don't want to pay dues.

Mr. Turner said what he perceived was that this library Board has sort of "limped along" with Osborne, Kim White and Luken, etc. and sort of "made do". He thinks the Board took pride in the fact that we negotiated favorable leases for the building at Eastgate. They have come to perceive it as we don't care.

Mrs. Pierce asked if this group is the same group that is the Action Committee. Mrs. Fahs replied that she thinks the Action Committee is looking at other spaces. Mr. Clapp said that is the reason he asked Mrs. Fahs because Nan Zumeta's group includes Mel Cooper and a number of other people who are trying to come up with answers for the community and looking at grant possibilities. Mrs. Fahs said Nan Zumeta was the head of that committee whose meeting she attended. She said these people are very library-oriented; she thinks Nan's group is Brainerd-oriented. Mr. Clapp said Nan does two things for Carol Berz—she's part of the arts group for Brainerd and the library is the second project that Carol Berz got her involved in. After more discussion, Mrs. Mai Bell Hurley said the only risk would be if they raised money for their own organization.

Ms. Andria Davis told Mrs. Fahs one thing we can do is look at the cost of membership. She said in the past we did a cost analysis of how much it costs to publish the newsletter which has been one of our main forms of communication; we could take the Summer Reading Program figures if we need to be specific and we can see how many go to each group or each branch, but they can probably see where their money is benefiting the branch directly. Mrs. Fahs agreed this would be a big help to her when she talks to these groups. Mr. Herb Cohn said that at the Friend's annual meeting, Mr. Clapp had a long list of everything that the Friends have done. He thinks that is a good starting point.

Mrs. Pierce said that at that meeting there was definitely the feeling of "is the library really committed to the Eastgate library?"

Mrs. Fahs said she thinks those groups wonder why, when we do our budget, we don't ask them what they want. She told them that may change; she's trying to get a representative for each branch so that they will have somebody to talk to and they can have a voice in the council.

Mr. Turner said another item that came up at the meeting was how do we handle the 6 to 3 vote against the \$19,000 commitment from the City to match the County funds. After a brief discussion of City Council concerns, Mr. Cohn and Mr. Turner agreed to present the library's case for purchasing books to the City Council.

Mr. Clapp asked for a motion from the Board for approval to pay the \$20,000 annual payment to replenish our funds with Lyrasis (formerly Solinet).

*Mr. Herb Cohn moved, Mr. Paul Starnes seconded, and it was unanimously approved and carried that \$20,000 be paid to replenish our funds with Lyrasis (formerly Solinet).*

A slide presentation by Ms. Andria Davis followed on behalf of the marketing committee. The presentation was prepared by MayCreate. It is the result of the \$5,000 grant from the Friends of the Library to do market study. Mr. Brian May of MayCreate explained to the committee that met at his place of business that they basically help us brand the library. It is up to us to market it with our new brand image. Ms. Davis reminded the Board that they met with several marketing professionals in the downtown area last August. It was a very good meeting. They had a lot of input and this is the result of that information and independent marketing research that Brian May's staff did on our behalf.

Ms. Davis said what they discovered is that a lot of people feel we are tired and outdated, that things have not changed, we are quiet, non-progressive, overshadowed by and compete with the Internet. People are unaware of what is here and we are losing visibility. Some of this information was also taken from the library consultants' report. From Brian May's conversations, this is what we could be and Ms. Davis proceeded to show the slides.

Mr. Brian May looked at our mission statement and he felt like it was more of the same, tired common language: life-long learning, joys of reading, long cumbersome and over promise. He felt that what we needed to have was our own unique, own able, supportive, believable and true point of difference and it's a new day in the world.

Tag lines were also discussed. It should make a statement, be aspirational and inspirational, unexpected and something that separates us from the pack. He came up with: "Our mission is to get our community excited about the many resources and experiences they will discover in books and beyond". The tag line: "Nothing quiet about it."

Mr. May also educated the committee on what a logo really is and does. It does not sell directly; it identifies. It is a rare description of a business, derives its meaning from the quality of the thing it symbolizes, not the other way around. It is less important than the product or service it signifies.

The look of the logo was discussed. We had to look at type and color palette, be clean, modern, young and vibrant so that it would be unique, own able and relevant. Slides showing our logo now and how we are using it now followed.

Mr. Mays presented two logos for the Board to consider. The first showed book pages that were fanned denoting action. He did a lot of research and felt like every conversation that he had, people asked him, "Are you talking about the public library?" He proposes, as discussed, changing our brand name to "The Public Library". Examples of the color that they recommend were shown. He also suggested that each branch be identified by a place name. However,

rather than shortening "Ooltewah/Collegedale" to be "Ooltewah," the Board voted to keep the longer name out of respect for both communities.

Dr. Clif Cleaveland asked what would happen if you changed "the" to "your"? He felt the "the" is a snoozer. "Your Public Library" has a sense of ownership. Ms. Davis said this is something to talk about and go back to Brian May and discuss. Mrs. Hurley said she thinks we are "The Public Library" and Mr. Turner said that is also the phrasing that people use. Ms. Davis said people say "The Baylor School", "The Bright School", "The University of Tennessee". Mr. Clapp said that the thing that was pointed out in one of the books that he had recommended was that "Your" is used a lot when people are advertising to you as "this is all about you" and it is not really a believable statement.

Slides of the color palette were shown. Each color and how the general populace perceives it was described. Mr. Mays showed where the new logos would be shown – in the building, our vans and car. He thinks we should have large banners that make a statement. A slide showed how the logo would look on our stacks.

A second logo was shown. The graphic is flying book pages and the color palette for this logo was explained and shown.

Ms. Davis said the Board needs to decide if it agrees with this information. She told the Board that Mrs. Hurley, Ms. Drazich, Mr. Turner, Mr. Clapp, and Mrs. Fahs have seen this presentation before and this was the end result of a rather lengthy process. A lot of research and time has gone into this process. Mr. Turner asked for comments and questions from the Board. He asked Ms. Davis to show the two logos again so the Board could decide on their preference. Mr. Griscom said the idea of something this modern is great; it starts taking the cobwebs out of this place. He thinks the colors are good and he likes the short words.

Mr. Griscom also asked if we had looked at the whole logo in black and white; we need to look at it totally in black and white because there will be treatments where it has got to be done. Ms. Davis said this is a very good point and no, Mr. May did not supply us with that.

On the matter of changing the name of the Ooltewah/Collegedale branch, Mrs. Pierce said that the Kiwanis Club recently blended the Ooltewah and Collegedale Kiwanis Clubs. There was a huge debate about the names; it was very important to keep both names. She said this is just one example of how important a name can be to a group.

On the mission statement, Dr. Cleaveland suggested "Our mission is to excite..." The Board agreed that is cleaner.

On the tag line, Mrs. Eva Johnston commented that we have patrons constantly asking us if there is any quiet place in the library where they can study; they say this library is too noisy. Ms. Davis said if we are able to get our alcoves on the second floor glassed in and make private study rooms, that would be one answer to this question. Mr. Clapp said the 3<sup>rd</sup> floor containing Local History and Government Documents would become a quiet area, but the 1<sup>st</sup> and 2<sup>nd</sup> floor areas would be noisy. The whole focus at the ALA convention was on reaching people using mobiles and encouraging people to use their cell phones and their mobiles in the library. He thinks this new focus helps the tag line. Mrs. Hurley said some of this, if not a lot of this, is generational. She said at the meeting Mr. May talked about the cumulative number of years of marketing that he represents. She does not think he expects us to do much adjusting; we can if it pertains to the political side of things but she does not know if he expects us to change a word here or there.

Mr. Griscom said that the word "get" in the mission statement is such a weak word. Everyone agreed to remove the word "get" from the mission statement.

*Dr. Clif Cleaveland moved that the Board choose the logo with the gold and red color scheme and flapping book pages. Mr. Paul Starnes seconded and it was unanimously approved and carried.*

Mr. Griscom asked if we have the money to do all this. Mrs. Hurley said we will have to find it, find grants to pay for it because if we did it well, we would have to put new carpet in the downstairs area. Mr. Griscom said we also have to factor in there what it takes to take this to the branches.

Mrs. Hurley asked Mr. Griscom if he had talked to Mayor Littlefield about re-energizing the task force and he said he had not. Mrs. Pierce mentioned that Mayor Littlefield said in a meeting she attended that Karen McMahon is going to come back and work on this on a volunteer basis.

Mr. Clapp said he got a call today from Jon Coddington from River City about meeting with the Auburn Group that won the VW bridge contest. The meeting will be on Friday afternoon at River City.

There were no other comments or discussions. Mr. Turner adjourned the meeting at approximately 5:30 p.m.

David Turner  
Chair